

Abstract

5 The present invention relates to a new type of method of and system for
improving communication over the Internet, and in a preferred embodiment, a
method of providing a user with information using the Internet, whereby the
method includes:

- a user accessing an organization's web-site, via a user terminal, and
activating an icon located on the organization's web-site;
- 10 activation of the icon resulting in the user being placed in communication
with a database server;
- presenting data fields to the user via the database server and allowing the
user to select data fields of their choice, the user selections being communicated
to the database server;
- 15 database searching software locating information, in a database associated
with the database server, based on the user selected data fields communicated to
the database server; and
- transmitting the located information to the user;
- whereby, the located information is transmitted to the user in the form of an
20 electronic business card or the like.

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